RANKING OF BRANDS
(Interest In Trying)

LOW TAR SMOKERS

Smokers of:	CAMBRIDGE			SUMMIT			BELMONT			MAYFIELD			SANO		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
N =	282	135	147	282	135	147	282	135	147	282	135	147	282	135	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ranked															
First	31	32	30	25	27	23	18	19	18	13	13	13	12	10	14
Second	23	26	20	20	17	24	21	23	19	25	23	26	11	11	12
First & Second	54	58	50	45	44	47	39	42	37	38	36	39	23	21	26
Third	17	17	18	22	21	22	23	22	24	25	28	24	13	12	14
Fourth	16	14	18	22	25	20	25	22	28	21	19	22	16	19	13
Fifth	13	11	14	11	10	11	13	14	11	16	17	15	48	48	47
Fourth & Fifth	29	25	32	33	35	31	38	36	39	37	36	37	64	67	60
Mean	3.4	3.5	3.3	3.3	3.3	3.3	3.1	3.1	3.1	3.0	3.0	3.0	2.2	2.1	2.3

Question: If I could give you a pack of only one of these five brands to try, which one would you choose? And which would be your second choice? etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/qgpj0004